



Bureau of Substance Abuse Services Prevention News



Summer 2008

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In This Issue

Announcements

Epidemiology
News

Publication
Highlight

Upcoming Events



Prevention Links

Massachusetts
Clearinghouse

Regional Centers
For
Healthy
Communities

Massachusetts
Partnership For
Healthy
Communities

Treatment Links

Prevention Announcements

31 Communities Prepare to Conduct Compliance Checks

One goal of the newly funded BSAS substance abuse prevention communities is to build capacity for local communities to conduct compliance checks to monitor illegal alcohol sales to minors. During the month of September the Massachusetts Alcohol Beverage Control Commission in collaboration with MADD will be offering regional trainings for local law enforcement and licensing authorities in the 31 BSAS funded prevention communities to build that capacity. Hand in hand with this effort will be a series of trainings for youth who will serve as decoys in those operations. *Communities will conduct these checks in combination with a variety of other environmental prevention approaches that focus on reduction of alcohol availability, changing social norms, and strengthening local regulations.*

MASSCALL2 Re-issues RFR in Western Mass

BSAS has reissued the Massachusetts Collaborative for Action Leadership and Learning 2 (MassCALL2) The focus of this initiative is to prevent/reduce fatal and non-fatal opioid overdoses within Massachusetts communities. Funding will be awarded to at least one community in **Western Massachusetts** based on population size, high incidence of opioid overdoses, need, current resources available and other considerations **For more information, please visit www.comm-pass.com**

Expansion of The Under 27 Campaign

In Spring 2008 the Massachusetts Tobacco Control Program (MTCP) expanded its *Under 27 Campaign* in thousands of retail stores. The campaign increases knowledge among retailers, their employees, and the general public about the Attorney General's regulation that requires retailers to ask for ID from anyone attempting to purchase tobacco that appears to be under the age of 27. Knowing that the campaign had to compete with slick, expensive in-store cigarette advertisements, fifteen MTP-funded local tobacco control programs fought back. They surveyed tobacco retailers and developed counter-marketing materials to promote the Under 27 message. The program efforts have paid off. The visibility of the Under 27 message has grown in the targeted communities, resulting in expanded campaign presence and a stronger awareness of the laws governing youth access to tobacco. **For more information about the Under 27 Campaign, visit www.under27.org**





Find A Treatment
Program

Mass-Support

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Focus on Community Success



In Support of Evidence-Based Programs and Practices

Social Host Ordinance Passes!

Substance Abuse Prevention efforts in the city of Melrose have successfully initiated social norms change. The Melrose Board of Aldermen passed a local *Social Host Liability Ordinance*. This local law gives the Melrose Police Department the support necessary to enforce legal consequences among adults who host underage drinking.

See a copy of the ordinance www.cityofmelrose.org

At Quincy City Hall Press Conference, Commissioner John Auerbach Announces Efforts to Reduce Drug Overdoses & Underage Drinking

Quincy and 14 other Massachusetts cities will pioneer the first federal grant programs aimed at reducing the number of unintentional drug overdoses. With a 40% increase in fatal opioid-related poisonings in Massachusetts in the last 15 years, Quincy and other Massachusetts communities will work to bring the problem of accidental overdose to the forefront. Massachusetts is the first state to undertake such a project. *Impact Quincy* will manage state grants targeting drug overdoses and underage drinking.

Epidemiology News



New Report on Alcohol Use and Access

More than 40 percent of the nation's estimated 10.8 million underage current drinkers (persons aged 12 to 20 who drank in the past 30 days) were provided free alcohol by adults 21 or older, according to a nationwide report by the Substance Abuse and Mental Health Services Administration. The report says, "In far too many instances parents directly enable their children's underage drinking- in essence encouraging them to risk their health and well-being".

Read the report at
www.samhsa.gov/newsroom/advisories/0806250013.aspx

Around the State

September is National Alcohol & Drug Addiction Recovery Month.

(Massachusetts Organization for Addiction Recovery) MOAR and Friends 18th Annual Alcohol and Drug Addiction Recovery Celebration is scheduled for September 23rd. This year's theme: "Join The voices for Recovery: Real People, Real Recovery" celebrating individuals and families in recovery from alcohol and other addictions. For detailed information on this year's events go to www.neaar.org/moar/index.htm



DPH Publications and
Statistics

Statewide BRFSS Reports
Behavioral Risk Factor
Surveillance

Injury Prevention and
Control Program



Check Out The New
NREPP
National Registry of
Evidence-based
Programs and
Practices

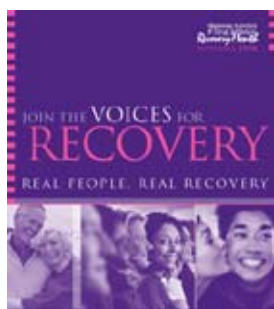


Reach out to Adults...Talk about underage drinking! MADD Massachusetts announces newest *Youth In Action* project



Parental Pursuit is a youth-led interactive board game that conveys information related to underage drinking and teen driving. Topics include: MA laws, alcohol and the developing brain, the impacts of underage drinking on society as a whole and Junior Operator Law information. Participants learn tips and tools on how best to talk to teens about the dangers of underage drinking. Training is provided by MADD. Contact MADD Massachusetts today for cost and training information at 508-836-9923.

Publication Highlight



Recovery Month Toolkit

This toolkit will assist local groups in planning, launching, and publicizing *Recovery Month* activities and events. Groups can adapt the media materials to reflect their community's needs and use the "Targeted Outreach" section to educate community leaders, particularly the influencers who can create a positive environment for people in long-term recovery.

Download the entire kit at www.recoverymonth.gov



Medicine Abuse Awareness Toolkit

Senators Joseph R. Biden, Jr. (D-Del) and Charles E. Grassley (R-Iowa) named August as National Medicine Abuse Awareness Month. This measure calls for community involvement and participation in efforts to educate parents about the dangers of prescription and over-the counter (OTC) medicine abuse among teens. CADCA and the Consumer Healthcare Products Association are hosting town hall meetings nationwide to spur discussions on over-the-counter and prescription drug abuse. Coalitions interested in hosting their own town hall meetings can access helpful materials about cough medicine abuse at www.DoseofPrevention.org

Above The Influence



No matter how old you are, it's about staying "above the influence." That's the thrust of the Partnership for a Drug Free America's major advertising campaign. Catch the "Above the Influence" spots on 12 cable networks, such as MTV, Fuse and The N, and major broadcast networks like Fox, WB and UPN. On the Web, 18 Web sites such as Yahoo, GameSpy and IGN.com are also carrying the campaign. The campaign is now ranked in the 10-most-liked television ads now running in the country To view the ads go to www.abovetheinfluence.com

Massachusetts
Trainings

[www.neias.org/SATadcare
MA.html](http://www.neias.org/SATadcareMA.html)



Upcoming Events



August 18-21, 2008

The 17th Annual New England School of Best Practices in Addiction Treatment, Waterville Valley, New Hampshire Advanced Clinical Coursework-Opioid Treatment Coursework For more information, call NEIAS 207-621-2549, TTY 207-623-0830
www.neias.org

August 24-27, 2008

NPN National Prevention Network, Indianapolis The 21st Annual NPN Research Conference
Prevention Research: *Driving Successful Outcomes*
Contact: s.carlson@ou.edu with any questions or call 405/325-0816

October 21, 2008

Ounce of Prevention Conference 2008, Marlborough, Ma

"The Power of Community" Stay tuned for details...for the latest information, please go to:
<http://www.mass.gov/dphgov/dph> 508/752-7313, TTY: 508/754-0039 or email: jadoros@aol.com
Deadline for *Community Leadership Award Nominations*: 9/10/08

October 25-29, 2008

APHA (American Public Health Association) 136th Annual Meeting and Exposition, San Diego
For access information, checkout www.apha.org/meetings/access ,for registration information, email annualmeeting@apha.org

Prevent • Treat • Recover • For Life